

REALTY SALES SHOW SUMMER INFLUENCE

Light Trading Reported in All
Sections—City Market
Normally Quiet.

ROGERS PEET ON 5TH AVE.

Two Jamaica Blocks Sold—
Tract of 88 Lots in Newark
Changes Hands.

The Rogers Peet Company has practically concluded negotiations for a long lease of the property at 481 to 485 Fifth avenue, 3, 5 and 7 East Forty-first street, and 4 and 6 East Forty-second street. This deal was referred to in THE SUN on July 8, when it was said that a well known retail house had settled on a site for a new store in the neighborhood of Fifth avenue and Forty-second street.

The site is covered with seven buildings, which will be removed to make way for a tall building, which, according to gossip, will be twelve stories high. Further details will be found elsewhere in THE SUN.

Most of the trading yesterday affected outlying sections of the metropolitan zone. A tract of sixty-two lots, comprising two blocks in Rosedale Park, near Jamaica, were sold to a New York investor and eighty-eight lots in Newark were bought by a manufacturer for a factory site.

BROOKLYN DWELLINGS SOLD.
EAST 161ST STREET.—Nicholas Lopard has sold for Margaret Hardy the two family brick dwelling at 723 East 161st street, to Samuel Kuentler, CARPENTER AVENUE.—Neason Jones has sold for William H. Cochran 4382 Carpenter avenue, a two family dwelling, on lot 23x100.

SALES IN BROOKLYN.
Frank A. Seaver has sold for J. E. Davison, two lots on the north side of Forty-sixth street, 320 feet east of Thirtieth avenue, to a builder for improvement.
William G. Morrissey has sold for George Felix the dwelling, on lot 100x100, at the northwest corner of Bay Thirtieth street and Benson avenue, to Z. B. Berry.

62 LOTS SOLD IN JAMAICA.
R. L. Kilby has sold two blocks comprising sixty-two lots at Rosedale Park, Jamaica, L. I., to Mrs. J. M. Gosnell of Manhattan, who will improve and hold the property for investment.

SALE OF STATEN ISLAND LOTS.
J. Sterling Drake has sold for Edwin S. Lundy and John B. Dorman, a lot on Clermont avenue, Clermont Heights, B. I., to Arthur H. Walsh, who has resold part of his purchase.

TWO BIG DEALS IN NEWARK.
Louis Schlesinger has sold for Albert C. Courter 119 and 112 Mulberry street, southeast corner of Clinton street, Newark, N. J., three and four story buildings, on plot 51x35, to the estate of M. T. Casebolt, which owns the remainder of the block front on Mulberry street, between Market and Clinton streets.
The same broker has sold for W. Butler Duncan and others, executors, a plot of eighty-eight lots, on Magazine, Dresden, Frankfurt and Amsterdam streets, to F. and W. Waldschmidt, who will erect on the site a large factory for the manufacture of dress suit cases.

CITY PROPERTY BUYERS.
Wilhelm Noddeimer is the buyer of 426 West Twenty-ninth street, reported sold recently by the Herman Arns Company for the estate of Eliza Jane Turner.
James Price is the buyer of the plot 160x100 at the northeast corner of Broadway and 130th street, and gave to Christian H. Bode three lots on the north side of 137th street, 325 feet east of Lincoln avenue. Both sales were recently reported by Shaw & Co.
F. W. Ernst is the buyer of the flat at 374 Manilla street, reported sold recently by the Burnett-Well Construction Company through the A. Arnt Company.

BUYER OF MONTCLAIR HOTEL.
Dr. C. E. MacChesney of Patterson is the buyer of the Ashland House property at Montclair, N. J., recently sold by Frank Hughes of Passaic and Hughes & Whittier of Montclair. The property fronts 223 feet on Bloomfield avenue and is one block from the new Lackawanna terminal. It is located in the new business center of Montclair and was held at \$200 per foot front.

CITY TO BUILD NURSES HOME.
The city will erect a nurses' home and power plant in connection with Gouverneur Hospital on the plot of six lots at the northeast corner of Front and Gouverneur slip, which it recently bought from the Bergh estate. The property fronts 150 feet on Front street and 70 feet on Gouverneur slip and is directly opposite the hospital.

MORRIS PARK ASSOCIATION.
The Morris Park Taxpayers Association has been incorporated at Albany and a meeting will be held at the office of John C. Tomlinson, 15 Broad street, on Monday.
The object of the association is to demand speedy action from the city as regards street improvements on the Morris Park race track property sold at auction recently by Joseph P. Day. Several buyers at the auction are contemplating improving their holdings. Titles to the various lots will probably begin to pass on Monday.

Some Attractive New Park Avenue Apartments



Park Ave. and 66th St. Opposite 7th Regiment Armory. Built By Fullerton-Walker Co.

Corner of Park Ave. and 79th St. Highest Apartment in the City Built By Bing-Bing



Corner of Park Ave. and 62nd Street Built By The Northcott Realty Co.

Park Ave. Near 62nd St. Built By Bing-Bing

CITY DWELLINGS RENTED.
The F. R. Wood, W. H. Dolson Company has leased for a term of years for Thomas Morgan the five story American dwelling at 276 West Eighty-sixth street to Edward B. Kinney for a term of years.

BUSINESS PROPERTY LEASES.
J. Arthur Fischer has leased to the Rower Millinery Company the building at 20 West Thirtieth street for a term of years at an aggregate net rental of over \$17,000.
M. & L. Hess have leased the third loft in 121 and 123 East Twenty-fourth street to F. A. Magennis; the third loft in 8 East Twelfth street to Aronson & Bernstein; and the third loft in 105 and 107 East Twenty-ninth street to William Klotz.

William A. White & Sons have leased for a term of years to A. Schulte space in the arcade of the new building at 50 Broad street.

The Duroso Company has leased the top loft of the Condon building at Fourteenth street and Ninth avenue to Weingarten & Gerber for a term of years.

The Louis Schiller Factory Bureau has leased the first loft in 301 and 303 East Twenty-first street to the Vincent Sidelé and the A. Caraballo Company.

NEW REALTY CORPORATIONS.

The following realty corporations were chartered at Albany yesterday:
Delphos Realty Company, Manhattan, capital \$1,000; directors, Ralph Samuels, Louis J. Stern and Harris Murovitz, New York city.
Land Credit Corporation, Manhattan, capital \$500; directors, Harold G. Aron, Englewood, N. J., Stephen L. Vanderveer, New York city, and Harry J. Ahlheim, Woodhaven, L. I.

Springfield Estates Company, Rockville Centre, capital \$5,000; directors, Moses Morris, Louis Julien and William Schaumburg, New York city.

NEWARK'S BIG HOTEL PLANS.

\$550,000 to Be Spent on Twelve Story Building.

NEWARK, N. J., June 12.—Permits showing an aggregate expenditure of \$527,000 were approved by Superintendent of Buildings William P. O'Rourke this week, and a record for the month of July is now looked for. In all there were thirty permits granted for dwellings, apartment houses and a church, but the most important was that for the new hotel in Park place near the McAdoo speed line terminal, to be known as the Military Plaza. The hotel is to be twelve stories high, and the owners say they are going to invest \$550,000 in the project.

According to the plans the hotel will have 200 rooms. The main dining room will be located in the rear of the main floor, just back of the lobby, while the grill and bar will be in the basement. Herman C. Schneider, John Monteth and Waldo Genuis are the owners, and all are residents of this city. The hotel is to be located at 48 and 50 Park place. Construction is to be of brick, steel, concrete, stone and terra cotta. The building will have a frontage of eighty feet on Park place and a depth of 100 feet. A large hall room will be on the second floor.

COUNTRY PLACES RENTED.

John P. Scott has rented for Stuyvesant Fish Morris, Jr., his country place at Hewlett, L. I., to C. D. Antony.

FICKLENESS OF TRAFFIC.

Deal Attracts Attention to Blighted Williamsburg Section.

The transfer of two apartments on Broadway, below the Williamsburg Bridge plaza, while not an unusual occurrence in the eastern district section was the feature of the week's trading because it attracted attention to a locality adversely affected by a shift of the traffic center. They were built in anticipation of an influx of population below the bridge plaza, and were the first of their kind in that section. Their sale, while it does not mean failure, indicates that the locality is not yet ripe for such development. The anticipated development has been to the north of the plaza.

While changes of this sort are the result of existing transit facilities, transactions in territories adjacent to the new dual subway routes, indicates that much development is ahead. Dwelling and apartment sites and lots bought on speculation were among the sales recorded this week.

As to business buildings, the striking feature of the week was the filing of plans for a new telephone central building to cost \$100,000 on Boerum street. The necessity for such enlargement of a plant like this shows that the telephone service in the Williamsburg district has increased to such an extent as to warrant it. If the telephone service has increased to such an extent it is due to nothing else than business expansion.

WORKING ALONG TRANSIT LINES.

Brooklyn Builders Keep Market Busy Preparing New Homes.

Where actual benefits from new subway construction and improvements to existing lines will be most directly felt is indicated by the locations builders have selected for future development. The greater part of the activity in the Brooklyn real estate field this week was due to purchases of vacant plots. Builders whose judgment is usually wise have a way of considering every possible influence which may have a bearing on any section they think due for improvement. Homes of various types for many who will undoubtedly migrate to that borough when transit permits of easy access to business must be provided. The builders must think for every class and choose sites for dwellings that will appeal to them. When they take the initial step and begin the erection of a number of a certain type of buildings individuals usually follow their lead.

The sale of a large tract in Cypress Hills for a price over \$100,000 indicates that the buyer believes the territory will develop into an attractive home section. The purchaser was a builder who will immediately begin the erection of a row of one family dwellings. In the Ridgewood section, on either side of Myrtle avenue, development of a different class is going on. To the east two family brick dwellings are in vogue. Hundreds have already been erected, and work is now progressing on seventy more, the sites for which were recently purchased.

To the west three story brick apartments with stores border the business street, while further west and to the northwest hundreds of six family brick apartments have been built and more are being constructed. In the Flatbush section high class apartments are going up rapidly.

In the built up portions of the city private dwellings for occupancy and vacant plots for improvement with apartments seem most in demand. In some sections, where transit is good, antiquated buildings are being replaced by modern structures.

While the summer months are usually the duller of the year in real estate, the very slowness has prompted builders to take advantage of less confident investors. In most every recent sale of any consequence operators or builders have figured prominently.

RECORD QUEENS ACTIVITY.

June Was Busiest Month—This Year Ahead of Boom Times.

June was a record month for real estate transactions in Queens according to a report just made by County Clerk Rouff. There were recorded during the month a total of deeds and mortgages amounting to 2,900. These figures were exceeded only in the busiest times of the boom year of 1906. All records for former years were broken in the first six months of the present year when the total number of real estate papers recorded was 17,750 as compared with 17,043 last year and 16,318 in 1911.

While there were numerous small transactions recorded there were several large transactions. One of the larger ones forecasts a big building development. The Meyerrose estate conveyed to the G. X. Mathews Company twenty-three lots with a frontage of 461 feet on Madison avenue east of Onderdonk avenue, Ridgewood. Three story six family brick dwellings are to be erected on the property. A total of \$132,500 in mortgages was recorded on the transfer and the building operations.

To a new company known as Jamaica North, incorporated, 2,000 lots have been transferred in the Utopia tract between Flushing and Jamaica. This property will be made immediately available for home seekers. The Queens Place Realty Company has taken title to the property formerly belonging to the Degnon Realty and Terminal Company bounded by Orton street, Queens place, Nott avenue and Thomson avenue, Long Island City, on which a ten story factory is being erected for the Loose-Wiles Biscuit Company.

MANY NEW QUEENS HOMES.

Building Continues Active, Though Season Is Late.

Never before at this season of the year was the building outlook in Queens so promising for activity all along the line. The estimated cost of buildings for which permits were granted the first week in July is \$271,805, and the number of buildings thirty-six.

College Point is feeling the effects of the building revival and there the Bay Vista Land Company will erect two story frame dwellings at a cost of \$2,500 each. Another development of frame dwellings will be made at Arverne where, at Summerfield street south of Amstel boulevard, Calkins & Lovington will erect a cluster of buildings of that type. August Vogel will also erect two and a half story dwellings on Indian place east of Tesla place, Glendale, to cost \$2,000 each.

An extensive improvement will be made at Kew by John F. Kendall by the erection of two and one-half story brick dwellings on Greenleaf avenue and by the construction of the same type of frame dwellings on Onslow and Penbrook places. The brick houses are to cost \$3,000 each and the frame buildings \$5,000 each.

Two story brick dwellings to cost \$5,000 each will be erected by Mrs. L. Hansen on the boulevard, south of Orchard street, Long Island City.

PRINTING TRADE MOVING NORTHWARD

Settling in the Twenties and
Thirties West of the Loft
and Store Sections.

MANY FIRMS NOW THERE

Desertion of Old District Result
of the General Uptown Migration of Trades.

Leaving of the store, basement, first and second lofts in the building at 424 to 438 West Thirtieth street to the Library Bureau through N. Brigham Hall and William D. Bloodgood calls attention to the changes taking place in the Pennsylvania zone and affords an interesting illustration of the character of the development going on there.

Now that the big terminal station is completed and the Seventh avenue subway has been assured plans of operators and builders for the development of the blocks from Seventh avenue to Eleventh avenue in the upper Twenties and Thirties are taking concrete form. Their activities have been stimulated by the coming removal of the General Post Office from Broadway and Park Row to Eighth avenue, Thirtieth and Thirty-third streets. This removal has induced a widespread northward migration of the printing and publishing trades, which heretofore centered in the old printing house district lying to the east of newspaper row just above and below the Brooklyn Bridge.

The printing business in this town has grown to surprising proportion in the last decade, necessitating the erection of new buildings of great size, strength and special arrangement of supporting columns and elevator equipment. With the invention of new machinery, which combines in one operation processes formerly carried on by hand and by several machines, buildings of a new and special type have been required. Also the movement of general business uptown has forced a great many printing houses with the allied industries to move also in order that they may remain in close touch with their customers. The West Side, because of the presence of the new Post office and the various railroad and

Seventeenth street; the Publishers Printing Company, F. A. Ringler & Co., electrotypers; William Knoepf, Pamphlet Binding Company and the American Colorotype Company at 207 to 217 West Twenty-fifth street; Heywood, Strasser & Voigt, lithographers, who are erecting their own building at Ninth avenue and Twenty-sixth street; the Art Color Printing Company and the Robert L. Sullivan Company at 209 to 219 West Thirty-eighth street; the Zeese-Wilkinson Company and Steininger Bros. at 424 to 438 West Thirtieth street.

Only four firms of consequence have taken large space on the East Side. These are J. J. Little & Ives, printers and binders, who put up their own building at 423 to 435 East Twenty-fourth street; George Schlegel, lithographer, who built at Second avenue and Twenty-second street; Andrew H. Kellogg, printer, and Walcott Bros. Company, embossers, in the New York Railways Building at 141 to 155 East Twenty-fifth street and 140 to 156 East Twenty-sixth street.

Among the large publishers and printers who have been located on the West Side for the last five years are McCall & Co., in Thirty-seventh street; McGraw, Hill Book Company, in Thirtieth street; Williams Printing Company, Eleventh avenue and Thirty-sixth street; the Pictorial Review, in Thirtieth street; the American Press Association, in Thirtieth street; Charles Scribner's Sons, at 311 West Forty-third street; the Federal Printing Company and the Greenwich Printing Company in Thirty-ninth street and Bedford Bros. in the Scribner Building.

The building at 424 to 438 West Thirtieth street, erected by the McKean Realty Company, is typical of the structures recently put up for the printing trades on the West Side. It was planned to fill as completely as possible the peculiar requirements of big printing establishments and is the latest word in that style of construction.

The building occupies a plot 131x135 and is thirteen stories high. The top floor is equipped with skylights, dark rooms and special plumbing for the business of photoengraving and color plate making and is occupied with the twelfth, eleventh and tenth floors by the Zeese-Wilkinson Company. Steininger Bros., for many years in Duane street, occupy the ninth floor. The store, basement, second and third floors will be occupied by the Library Bureau. Negotiations are practically concluded for the leasing of the remaining floors.

one concern.

In the rear of the building is the open court of the Pennsylvania Railroad, forty

McKean Building on West 33d Street



municipal docks, has been selected as the new printing centre.

At the present time the demand for space suitable for occupancy by the printing trades is far in excess of the supply. This is due first to the fact that the change is recent, and second to the peculiar requirements of the printing trades. Loft buildings of the usual type are not adapted to printers.

Among the new concerns in this district are the Blanchard Press, printers, in the new building at 418 to 426 West Twenty-fifth street; the Wolf Bookbinding and Grossett & Dunlap, publishers, at 518 to 534 West Twenty-sixth street; William Steiner Sons & Co., lithographers, at 257 to 263 West

feet deep and two blocks wide, insuring permanent and unobstructed north light; across the street is a five story parochial school and to the west is a two story fire house, owned by the city.

The building itself is of steel, brick, concrete and wire glass throughout and comes as near to being absolutely fireproof as it is possible to build. There are five high speed elevators, three of which have a capacity of over 600 pounds apiece. The floors of concrete have a carrying capacity of 250 pounds to the square foot. The average loft floor carries 125 pounds in the middle, leaving the ceiling clean and unobstructed.

Mountain Lakes, New Jersey, a Tuxedo for People of Moderate Means

